

# Lexus Announces Pricing for All-New 2014 IS Sedan

April 29, 2013

TORRANCE, Calif. (April 29, 2013) – Lexus today announced the Manufacturer’s Suggested Retail Prices (MSRP) for the all-new 2014 IS sedan, which will arrive at dealerships this summer with a bold new design, engaging driving dynamics, innovative technology and increased interior and cargo room.

The IS 250, powered by a smooth 2.5-liter V6 delivering 204 horsepower and 185 lb.-ft. of torque, will have a starting MSRP of \$35,950 for RWD and \$38,485 for AWD. The IS 350, which produces 306 horsepower from its 3.5L V6 power plant, will have a starting MSRP of \$39,465 for RWD and \$41,700 for AWD. The base price for the 2014 IS 350 is 2.1% lower than the model it replaces.

The new IS will be equipped with an array of standard features such as HID headlamps, L-shaped LED daytime running lights, Drive Mode Select, paddle shifters, a dual zone climate control system, a next-generation Remote Touch Interface, Display Audio, a color 4.2 inch TFT multi-information display and 10 airbags. In an industry first, the all-new multimedia system delivers real-time traffic and weather information without a subscription. In all, over \$1,400 in previously optional equipment has been made standard for the 2014 IS.

Premium, Luxury and F SPORT packages will be available across the model range. The available Premium Package (\$1,050 for RWD models) includes LED headlamps and heated and ventilated front seats. The Luxury Package (\$3,665 for RWD models) includes Premium Package features plus a perforated leather-trimmed interior, linear wood trim, electrochromic exterior mirrors with reverse tilt, rain-sensing wipers, driver seat memory, a power tilt/telescopic steering wheel, center stack knee pads and Blind Spot Monitor with Rear Cross Traffic Alert.

A revamped F SPORT Package (\$3,115 for IS 250 RWD and \$3,620 for IS 350 RWD) offers a unique full-mesh grille and front bumper, LED headlamps, 18” split 5-spoke wheels, front sport seats, and a more aggressive sport-tuned suspension. Inside, all F SPORT models feature the attention-grabbing center-mounted tachometer with moving bezel adopted directly from the LFA. The IS 350 F SPORT adds standard Adaptive Variable Suspension (AVS) with a Sport S+ drive mode. For the first time, the F SPORT package is also available for IS AWD models.

## 2014 IS Pricing:

Model	Drive Type	Engine	Transmission	MSRP*
IS 250	RWD	2.5L V6	6AT	\$35,950
IS 250	AWD	2.5L V6	6AT	\$38,485
IS 350	RWD	3.5L V6	8AT	\$39,465

<b>IS 350</b>	<b>AWD</b>	<b>3.5L V6</b>	<b>6AT</b>	<b>\$41,700</b>
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**Available Packages:**

<b>Package</b>	<b>IS 250 RWD</b>	<b>IS 250 AWD</b>	<b>IS 350 RWD</b>	<b>IS 350 AWD</b>
<b>Premium Package</b>	<b>\$1,050</b>	<b>\$610</b>	<b>\$1,050</b>	<b>\$610</b>
<b>Luxury Package</b>	<b>\$3,665</b>	<b>\$3,225</b>	<b>\$3,665</b>	<b>\$3,225</b>
<b>F SPORT Package</b>	<b>\$3,115</b>	<b>\$2,675</b>	<b>\$3,620</b>	<b>\$3,180</b>

<b>Optional Equipment</b>	
<b>Navigation System</b>	<b>\$2,085</b>
<b>Navigation System with Mark Levinson</b>	<b>\$3,225</b>
<b>Backup Monitor</b>	<b>\$350</b>
<b>Power Rear Sunshade</b>	<b>\$210</b>
<b>18" Wheel Package with All-season tires</b>	<b>\$935</b>
<b>18" Wheel Package with Summer tires</b>	<b>\$935</b>
<b>Variable Gear Ratio Steering (VGRS)</b>	<b>\$400</b>
<b>Intuitive Park Assist</b>	<b>\$500</b>

**\*MSRP does not include a delivery, processing and handling fee of \$895.**